

Appl. No. 10/071,537
Response dated July 9, 2008
Reply to Advisory Action of April 9, 2008

RECEIVED
CENTRAL FAX CENTER
JUL 09 2008

Amendments to the Specification:

Please amend the original application so that paragraph 5 beginning on page 21 and continuing onto page 22 reads as follows:

In step 630, the processing application further processes the data transmitted by the PWD and, using data stored in one or more databases, identifies the user of the PWD. In step 635, the processing application retrieves a Consumer Influence Profile (CIP) for the user from one or more databases. U.S. Patent No. 6,327,574 of Kramer, et al. issued December 4, 2001, for "Hierarchical models of consumer attributes for targeting content in a privacy-preserving manner" is hereby incorporated herein by reference for its teachings relative to creating a consumer influence profile. Preferably the CIP contains past purchasing history and/or metrics that reflect the effectiveness of certain incentives for that particular user in relation to the specific product being considered, the general class of product being considered, and/or all products in general. Additionally the CIP may optionally contain demographic information about the user such as age, gender, etc. Accordingly, stored data relating to determining an incentive is comprised of a combination of past shopping history of the shopper, a plurality of first products scanned within a product category, a plurality of products purchased with incentives, and/or a plurality of incentives redeemed.